

1. A method for selectively inhibiting estrogen production and providing estrogenic effects, the method comprising providing for use a dietary supplement having a processed *Morinda citrifolia* product.

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2. A method as recited in claim 1, wherein the processed product is one of:

- (i) *Morinda citrifolia* fruit juice;
- (ii) *Morinda citrifolia* oil extract;
- (iii) *Morinda citrifolia* dietary fiber;
- 10 (iv) *Morinda citrifolia* puree juice;
- (v) *Morinda citrifolia* puree;
- (vi) *Morinda citrifolia* fruit juice concentrate;
- (vii) *Morinda citrifolia* puree juice concentrate; and
- (viii) *Morinda citrifolia* leaf extract.

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3. A method as recited in claim 2, further comprising the step for providing a recommended use of the dietary supplement, wherein the recommended use includes one of:

- consuming one fluid ounce of the dietary supplement per day;
- consuming more than one fluid ounce of the dietary supplement per day; and
- 20 consuming less than one fluid ounce of the dietary supplement per day.

4. A method as recited in claim 3, wherein the recommended use further includes consuming the dietary supplement before a meal.

5. A method as recited in claim 1, wherein the use comprises one of (i) consumption, or (ii) transdermal application.

6. A method as recited in claim 1, further comprising using the dietary
5 supplement as an aromatase inhibitor.

7. A method for selectively inhibiting estrogen production and providing
estrogenic effects, the method comprising using a processed extract from Morinda citrifolia
leaves in the form of a dietary supplement as an aromatase inhibitor to control production of
10 estrogen in a body.

8. A method as recited in claim 7, further comprising using the processed extract
to provide estrogenic effects in the body.

9. A method as recited in claim 7, wherein the processed extract is in the form of
15 a dermal cream.

10. A method as recited in claim 7, wherein the recommended use includes one
of:

20 consuming one fluid ounce of the dietary supplement per day;
consuming more than one fluid ounce of the dietary supplement per day; and
consuming less than one fluid ounce of the dietary supplement per day.

11. A method as recited in claim 10, wherein the recommended use further includes consuming the dietary supplement before a meal.

12. A dietary supplement for inhibiting estrogen production and increasing
5 estrogen levels in a human, the supplement comprising a processed *Morinda citrifolia* product.

13. A dietary supplement as recited in claim 12, wherein the product is one of:

- (i) *Morinda citrifolia* leaves; and
- 10 (ii) *Morinda citrifolia* juice.

14. A method for inhibiting aromatase and aromatase enzymes that function to convert androgens to estrogens, said method comprising introducing into a mammal a composition comprising a processed *Morinda citrifolia* product present in an amount
15 between about 0.01 and 100 percent by weight, said processed *Morinda citrifolia* product comprising the active ingredient Quercetin.

15. The method of claim 14, wherein said Quercetin is present in an amount between about 0.1 and 10 percent by weight.

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16. The method of claim 14, wherein said processed *Morinda citrifolia* product comprises at least one of :

- (i) *Morinda citrifolia* fruit juice;
- (ii) *Morinda citrifolia* oil extract;
- 5 (iii) *Morinda citrifolia* dietary fiber;
- (iv) *Morinda citrifolia* puree juice;
- (v) *Morinda citrifolia* puree;
- (vi) *Morinda citrifolia* fruit juice concentrate; and
- (vii) *Morinda citrifolia* puree juice concentrate.

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17. The method of claim 14, wherein said processed *Morinda citrifolia* product further comprises Rutin as an additional active ingredient that synergistically works with said Quercetin to inhibit said aromatase.

15 18. The method of claim 17, wherein said Rutin is present in an amount between about 0.1 and 10 percent by weight.

19. The method of claim 14, wherein said composition is administered in one of the following techniques:

- (i) orally;
- (ii) transdermally to said infected area;
- 5 (iii) by injection into said infected area;
- (iv) intravenously; and
- (v) systemically.

20. A method for inhibiting aromatase and preventing the formation and growth of estrogen-dependent cancerous cells within a mammal, said method comprising the steps of:

adding a processed *Morinda citrifolia* product to an alcohol-based solution;

isolating and extracting an active ingredient of said processed *Morinda citrifolia* product from said solution;

15 introducing said extracted active ingredient into said mammal, wherein said extracted active ingredient inhibits, prevents, destroys, and reverses the effects of said estrogen-dependent cancerous cells.

21. The method of claim 20, wherein said processed *Morinda citrifolia* product comprises at least one of (i) processed *Morinda citrifolia* fruit juice, and (ii) processed *Morinda citrifolia* product comprises processed *Morinda citrifolia* puree.

22. The method of claim 20, wherein said alcohol-based solution is selected from the group consisting essentially of methanol, ethanol, and ethyl acetate, and other alcohol-based derivatives.

5 23. The method of claim 20, wherein said active ingredient is Quercetin.

24. The method of claim 23, wherein said active ingredient is Rutin that synergistically works with said Quercetin to inhibit said aromatase and prevent said formation and growth of said estrogen-dependent cancerous cells.

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25. The method of claim 20, wherein said step of introducing said extracted active ingredient comprises orally administering two ounces of a food product to a patient twice daily each day on an empty stomach, said food product comprising said active ingredient obtained from said processed *Morinda citrifolia* product.

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26. The method of claim 20, wherein said step of introducing said extracted active ingredient comprises applying a topical composition to said area, said topical composition comprising said active ingredient obtained from said processed *Morinda citrifolia* product.

27. A method for inhibiting aromatase and preventing the formation and growth of estrogen-dependent cancerous cells within a mammal, said method comprising the steps of:

orally administering to said mammal at least one ounce of a naturaceutical formulation comprising a processed *Morinda citrifolia* product on an empty stomach in the morning;

orally administering to said mammal at least one ounce of said naturaceutical formulation on an empty stomach prior to sleeping at night; and

repeating said steps of orally administering each day until said estrogen-dependent cancerous cells are destroyed.

28. The method of claim 27, wherein said naturaceutical formulation comprises: processed *Morinda citrifolia* fruit juice present in an amount by weight of about 100 percent.

29. The method of claim 27, wherein said naturaceutical formulation comprises: processed *Morinda citrifolia* fruit juice present in an amount by weight between about 85-99.99 percent; and water present in an amount by weight between about 0.1-15 percent.

30. The method of claim 27, wherein said naturaceutical formulation comprises:
processed *Morinda citrifolia* fruit juice present in an amount by weight between about
85-99.99 percent; and
non-*Morinda citrifolia*-based fruit juices present in an amount by weight between
5 about 0.1-15 percent.

31. The method of claim 27, wherein said naturaceutical formulation comprises:
processed *Morinda citrifolia* fruit juice present in an amount by weight between about
50-90 percent;
10 water present in an amount by weight between about 0.1-50 percent; and
non-*Morinda citrifolia*-based fruit juices present in an amount between about 0.1-30
percent.

32. The method of claim 27, wherein said naturaceutical formulation comprises:
15 processed *Morinda citrifolia* puree juice present in an amount by weight of about 100
percent.

33. The method of claim 27, wherein said naturaceutical formulation comprises:
processed *Morinda citrifolia* puree juice present in an amount by weight between
20 about 85-99.99 percent; and
water present in an amount by weight between about 0.1-15 percent.

34. The method of claim 27, wherein said naturaceutical formulation comprises:
processed *Morinda citrifolia* puree juice present in an amount by weight between
about 85-99.99 percent; and
non-*Morinda citrifolia*-based fruit juices present in an amount by weight between
5 about 0.1-15 percent.

35. The method of claim 27, wherein said naturaceutical formulation comprises:
processed *Morinda citrifolia* puree juice present in an amount by weight between
about 50-90 percent;
10 water present in an amount by weight between about 0.1-50 percent; and
non-*Morinda citrifolia*-based fruit juices present in an amount between about 0.1-30
percent.

36. The method of claim 27, wherein said step of orally administering comprises
15 orally administering two ounces of said naturaceutical formulation.

37. A method for regulating estrogen production and inhibiting the ability of
estrogen receptors from binding with estrogen, said method comprising the steps of:
orally administering at least one ounce of a naturaceutical formulation comprising a
20 processed *Morinda citrifolia* product in the morning on an empty stomach;
and
orally administering at least one ounce of said naturaceutical formulation prior to
sleeping at night.

38. The method of claim 37, wherein said naturaceutical formulation comprises:
processed *Morinda citrifolia* fruit juice present in an amount by weight between about
100 percent.

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39. The method of claim 37, wherein said naturaceutical formulation comprises:
processed *Morinda citrifolia* fruit juice present in an amount by weight between about
85-99.99 percent; and
water present in an amount by weight between about 0.1-15 percent.

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40. The method of claim 37, wherein said naturaceutical formulation comprises:
processed *Morinda citrifolia* fruit juice present in an amount by weight between about
85-99.99 percent; and
non-*Morinda citrifolia*-based fruit juices present in an amount by weight between
about 0.1-15 percent.

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41. The method of claim 37, wherein said naturaceutical formulation comprises:
processed *Morinda citrifolia* fruit juice present in an amount by weight between about
50-90 percent;
water present in an amount by weight between about 0.1-50 percent; and
non-*Morinda citrifolia*-based fruit juices present in an amount between about 0.1-30
percent.

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42. The method of claim 37, wherein said naturaceutical formulation comprises:
processed *Morinda citrifolia* puree juice present in an amount by weight of about 100
percent.

5 43. The method of claim 37, wherein said naturaceutical formulation comprises:
processed *Morinda citrifolia* puree juice present in an amount by weight between
about 85-99.99 percent; and
water present in an amount by weight between about 0.1-15 percent.

10 44. The method of claim 37, wherein said naturaceutical formulation comprises:
processed *Morinda citrifolia* puree juice present in an amount by weight between
about 85-99.99 percent; and
non-*Morinda citrifolia*-based fruit juices present in an amount by weight between
about 0.1-15 percent.

15 45. The method of claim 37, wherein said naturaceutical formulation comprises:
processed *Morinda citrifolia* puree juice present in an amount by weight between
about 50-90 percent;
water present in an amount by weight between about 0.1-50 percent; and
20 non-*Morinda citrifolia*-based fruit juices present in an amount between about 0.1-30
percent.

46. The method of claim 37, wherein said step of orally administering comprises orally administering two ounces of said naturaceutical formulation twice daily each day.

47. A method for inhibiting aromatase and the ability of estrogen to bind with estrogen receptors to treat, prevent, inhibit, destroy, and reverse the effects of estrogen-dependent cancerous cells within a mammal, said method comprising the steps of:

introducing, systemically, an internal composition into said mammal, said internal composition comprising:

a processed *Morinda citrifolia* product present in an amount by weight

between about 10-80 percent; and

a carrier medium present in an amount by weight between about 20-90 percent.

48. The method of claim 47, wherein said processed *Morinda citrifolia* product comprises at least one of:

- (i) processed *Morinda citrifolia* fruit juice;
- (ii) processed *Morinda citrifolia* puree juice; and
- (iii) processed *Morinda citrifolia* dietary fiber.

49. The method of claim 47, wherein said step of introducing an internal composition selected from the group consisting of intravenous introduction, oral introduction, and injection.

50. A method for inhibiting aromatase and regulating estrogen production, said method comprising the steps of:

introducing an internal composition to a mammal, said internal composition comprising:

- 5 a processed *Morinda citrifolia* product present in an amount by weight between about 5-80 percent; and
- a carrier medium present in an amount by weight between about 20-95 percent.

51. The method of claim 50, wherein said processed *Morinda citrifolia* product is
10 selected from the group consisting of processed *Morinda citrifolia* fruit juice, processed *Morinda citrifolia* puree juice, processed *Morinda citrifolia* dietary fiber, processed *Morinda citrifolia* oil, and processed *Morinda citrifolia* oil extract.

52. The method of claim 50, wherein said step of introducing an internal
15 composition comprises methods selected from the group consisting of intravenous introduction, oral introduction, transdermal introduction, and injection.

53. An aromatase inhibitor for treating estrogen-dependent tumorous cells in mammals comprising:

- 20 a naturaceutical composition comprising at least one processed *Morinda citrifolia* product.

54. The aromatase inhibitor of claim 53, wherein said processed *Morinda citrifolia* product comprises at least one of:

- (i) *Morinda citrifolia* fruit juice;
- (ii) *Morinda citrifolia* puree juice;
- 5 (iii) *Morinda citrifolia* puree juice concentrate;
- (iv) *Morinda citrifolia* fruit juice concentrate; and
- (v) *Morinda citrifolia* dietary fiber.

55. The formulation of claim 53, wherein said processed *Morinda citrifolia*
10 product of said naturaceutical formulation further comprises an active ingredient Quercetin present in an amount between about 0.1 and 10 percent by weight.

56. The formulation of claim 53, wherein said processed *Morinda citrifolia* product is present in an amount between about 0.01 and 100 percent by weight.

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57. The formulation of claim 55, wherein said processed *Morinda citrifolia* product further comprises Rutin as an additional active ingredient that synergistically works with said Quercetin to treat said migraine headaches and its associated symptoms.

20 58. The formulation of claim 57, wherein said Rutin is present in an amount between about 0.1 and 10 percent by weight.

59. The formulation of claim 53, wherein said naturaceutical is administered (i) orally, (ii) transdermally to said infected area, (iii) intravenously, or (iv) systemically.

60. A method for regulating the production of estrogen within the body of a mammal for the treatment of estrogen-dependent tumors, said method comprising the steps of:

introducing, systemically, an internal composition into said mammal, said internal composition comprising:

a processed *Morinda citrifolia* product present in an amount by weight between about 0.1 and 100 percent.